

REQUEST FOR PROPOSAL:
Social Media Launch + Content Creation
Missouri Perinatal Quality Collaborative

Release Date: Monday, Nov. 27, 2023

Due Date: Friday, Dec. 8, 2023

GOAL

- ✓ The Missouri Hospital Association seeks an experienced agency or consultant to advise and implement the launch of social media platforms for the Missouri Perinatal Quality Collaborative.
- ✓ The MO PQC's social media presence and channels should be reflective of the desired audience (providers and patients) and content should be engaging and educational.
- ✓ Success equals Missouri Perinatal Quality Collaborative, through its content, becoming a sought-after, trusted resource for relevant maternal-infant health information for providers, mothers and general consumers.

COMPANY BACKGROUND

Established in 1922, the Missouri Hospital Association is a not-for-profit membership association located in Jefferson City, Mo., that provides advocacy, education, and data analysis for the state's hospitals. MHA represents 140 hospitals ranging from large urban referral centers to small rural hospitals. The diverse membership includes acute care hospitals, rehabilitation and psychiatric care facilities, and state and federal hospitals.

MHA sponsors the Missouri Perinatal Quality Collaborative in association with the Missouri Department of Health and Senior Services. The PQC/Maternal-Child Learning and Action Network, a broad clinical and community network of maternal-child stakeholders, provides guidance and subject matter expertise to improving maternal health and health care.

CURRENT DIGITAL ENVIRONMENT

- ✓ Currently there is not a PQC website. Information about Missouri PQC can be found on MHA's website (<https://web.mhanet.com/maternal-child-health/>). A website build for the MO PQC is currently underway and set to launch in late February 2024.

OTHER DIGITAL PRESENCE*

*Provided for context only; not included in this RFP

- ✓ Flagship website | www.mhanet.com | WordPress | Facebook, Twitter, LinkedIn
- ✓ www.missourihealthmatters.com | Craft CMS | Facebook, Twitter
- ✓ www.missourihealthcareers.com | WordPress | Facebook, Twitter, Instagram, TikTok
- ✓ www.focusonhospitals.com | WordPress

PAIN POINTS

- ✓ No outlet to share current, up-to-date resources and events
- ✓ Unable to engage providers and OB staff in PQC initiatives
- ✓ Unable to engage patients and families

OPPORTUNITIES

- ✓ Architect and create a social media presence that engages patients, support people and providers
- ✓ Feature latest news, events, and resources for both patients and providers
- ✓ Drive users to the newly launched MO PQC website

SCOPE OF WORK

PHASE I: Project Discovery [February 5-23, 2024]

- ✓ In collaboration with MHA staff and the website vendor, discuss needs, expectations and strategic goals.

PHASE II: Content Creation + Social Media Launch [February 26 – April 22, 2024]

- ✓ Recommend social media platforms and content to be provided upon launch that incorporates the strategy determined by Phase I.
- ✓ **Requirements**
 - Selected partner must provide recommendations for social media platforms based on the MO PQC audience and content.
 - Selected partner must have the ability to create short-form video and interactive content for social media.
 - Selected partner must have the ability to repurpose static content (PDFs, posters, etc.) for social media.
 - Upon social media launch, partner shall provide the MO PQC/MHA staff with created social media content, along with branded templates to further build ongoing content and recommendations for ongoing implementation.
 - Based on funding and staffing, there may be an opportunity for ongoing social media content creation and management post-launch.

VENDOR AND PROPOSAL REQUIREMENTS

- ✓ Vendor should:
 - Be experienced, creative and strategic.
 - Provide highly responsive ongoing support.
 - Be prompt, professional and invested in MHA's mission and business objectives.
 - Be prepared to present your proposal and provide samples of work.
- ✓ Proposals should:

- Describe the process you will use to meet the outlined objectives.
- Provide a portfolio of three completed projects, the client's goal and how you achieved the client's vision. Health care examples, if applicable, are preferred.
- Proposed budget and any applicable fees. *Estimates can be finalized after further discussions prior to contract execution.*
- Proposed approach, work plan and timeline.

KEY DATES

Subject to change

- ✓ December 8, 2023 — Proposals Due
- ✓ December 11, 2023 – December 22, 2023 — Proposals Evaluated
- ✓ January 2 – January 12, 2024— Presentations/Interviews
- ✓ January 16 – January 31, 2024 — Vendor Selected, Contract Executed (Note: MHA's contractual review process can take up to two weeks; Project discovery can begin during the contract review if needed.)
- ✓ February 5 – February 23, 2024 — Phase I: Project Discovery
- ✓ February 26 – April 19, 2024 — Phase II: Content Creation
- ✓ April 22, 2024 — Social Media Channels Launched; Content and Templates Delivered to MHA

DIRECT QUESTIONS & RFP RESPONSE TO:

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